

Kerry Siggins

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Keynote Title: The Ownership Mindset: Turning Paycheck Players into Top Performers

Time/Format: 45-60 minutes as a keynote, in-person or virtual

Keynote Overview

Did you know that actively disengaged workers cost the U.S. upwards of \$550 billion in lost productivity annually? Unhappy workers are costing your valuable time and money. The solution lies in the conscious development of The Ownership Mindset in oneself and others—learning to “think like an owner”—which makes the difference between paycheck players and top performers.

Owners act and think differently than employees. To an owner, a business is more than a source of income. It’s part of their identity. They view its success as their own. But realistically, how many companies have employees who think and act like owners – employees who are highly engaged would follow their leaders and company into battle? How many companies inspire their employees to embody The Ownership Mindset? Very few.

What if you could inspire your employees to tap into the power of The Ownership Mindset? What if you could encourage your employees to go beyond “just getting the job done” and instead think and act like owners? Cultivating an ownership mindset is crucial to creating and maintaining a productive, engaged workforce.

In this inspiring keynote, Kerry Siggins shares how she led her \$100M company in making a dramatic shift in mentality from an employee mindset to an ownership mindset. She walks you through the step-by-step process she used to create an incredible culture where employees are self-motivated to do whatever it takes to solve challenging customer problems and be great teammates to one another. You’ll leave with a deep understanding of The Ownership Mindset and actionable takeaways you can implement today, whether you are a first-time manager or a seasoned executive.

This keynote is ideal for leaders and teams:

- Looking for ways to attract and retain top talent
- Inspired to create a more engaged and motivated workforce
- Wanting to improve team and/or company culture

Takeaways and Learning Objectives

- Understand The Ownership Mindset and why embodying it will set you and your team or company apart from the rest
- Discover ways you can immediately create ownership thinking within yourself and your team
- Overcome the doubts you may have by teaching your team members how to think and act like owners
- Be inspired to make an impact beyond your daily work as a leader

Kerry Siggins Bio

Kerry Siggins is the CEO of StoneAge, a leading global manufacturer of industrial cleaning equipment and one of Outside magazine’s top 100 companies to work for. StoneAge is a 100% employee-owned company making headlines for its unique and inspiring culture. In 2021, she was honored by Industry Era magazine as one of its Top 10 Most Influential CEOs, and in 2017 she was a finalist for Colorado’s CEO of the Year. She sits on the boards of several companies and is member of the Young’s President Organization (YPO). She is a speaker, author and contributor to *Forbes*, *Entrepreneur*, *Authority Magazine*, and *BIC Magazine* and hosts several podcasts, including the wildly popular *Reflect Forward*. Her book, *The Ownership Mindset*, will be released in the Fall of 2023.